

Name _____

Period _____

Closing Sales

Ch 15 Sec. 1 – How to Close A Sale

Closing the sale . . .

. . . is _____ from the customer to buy.

Timing the Close

- _____ – things customers do or say to indicate a readiness to buy.

- _____

- _____

- _____

- _____

- _____ – the _____ to close the sale.

- Tests the _____ of a customer

- Beneficial because _____, even if the customer is not ready.

- Beneficial because you may reach your _____

Good salespersons . . .

- Recognize closing _____

- _____ customers _____

- Create an _____

- Don't talk too much and _____ a customer

If the customer is having _____ what to buy . . .

- _____ additional merchandise.

- _____ the selection _____ by removing those things that are no longer of interest to the customer.

Specialized Methods for Closing the Sale

- _____ – encourages a customer to make a decision between two items.
 - Review the _____ of each item
 - Ask, “_____ do you prefer?”
- _____ – used when a product is in _____ or when the price will be going up in the near future.
 - Use only when _____ called for
 - May be perceived as _____
 - Say, “I’m sorry, but I can’t promise that I’ll be able to make you this same offer later.”
 - Often used with high-demand _____
- _____ – directly ask for the sale.
 - Use when the buying signal is _____
 - “Can I assume that _____ about the details of your order?”
 - “_____ for this purchase?”
- _____ – Explains obstacles that require special service in order to close the sale.
 - _____ wrapping
 - Return _____
 - _____
 - _____
 - Help paying for the item
 - _____

Failure to Close the Sale

- Don’t _____
- _____ the customer to shop in your store again
- Business-to-business sales are _____ – ask if you can call again.
- Practice and experience will help